



SHAYLA RAE REID

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SUMMARY OF QUALIFICATIONS

Results-focused Creative Director with 10+ years of experience in eCommerce digital marketing. Managed all aspects of the design strategy, including innovation, development, and implementation. Successfully led a large change management initiative to build a Creative Services team that required close partnership with key stakeholders and organized communication cross-team to ensure buy-in and adoption. Focused on establishing a data-driven design strategy that led to alignment of the marketing strategy cross-teams, increased profit in the email marketing division, and reduced design production inefficiencies. Proven project management skills having successfully led brand development, campaign design strategy, and UX/UI design efforts for the GreaterGood Store website.

PROFESSIONAL EXPERIENCE

GreaterGood – New York, NY | Minneapolis, MN | Seattle, WA

Creative Director – March 2021 – Present

Creative Director responsible for the look and feel of the user experience for the GreaterGood brand and 10 cause brands. As a leader successfully led an effective team restructure and built a creative services team that increased employee engagement and efficiency by 37%. Redesigned the creative workflow seamlessly connecting cross team processes through the marketing department using Asana.

- Direct the creative process for development and execution of all creative team projects (such as web ads, marketing assets for social media, email, print, brand guidelines, and UI design for all sites under the GreaterGood brand)
- Performance management and mentoring of a team of designers, copywriters, and the photo studio team manager.
- Project management for all user touch points and implementing rebranding for GreaterGood, including the marketing strategy, value proposition, communication strategy, brand campaign messaging and brand storytelling to increase the valuation of the brand.
- Orchestrated stakeholder approval from the Executive team to develop an internal creative services team within the marketing department to increase marketing channels collaboration and communication.
- Develop impactful design solutions that supports the brand mission to create customer journeys that bring together cause focused communities working to create a better future.

Art Director - June 2018 – March 2021

Led a change management initiative to merge the email developer and art director positions leading to the consolidation of two disparate groups into a single efficient and effective email team saving 2,080 hours annually and reducing costs by \$112k.

- Managed a team of 8 Graphic Designers; ensured proper use of branding across marketing channels and implemented a new process for designer mentoring, performance management and onboarding.
- Analyzed user data and performed user research to plan the design strategy for 1 parent brand and 10 core brands.
- Partnered with marketing leaders to develop the brand strategy for user personas on the eCommerce and publishing platforms.
- Upheld the brand standards to ensure creative output is cohesive, consistent and of the highest quality with a strong attention to detail.

Sr. Graphic Designer - December 2014 – June 2018

Managed the execution of all design tasks, campaign design discovery, email template development and design layouts, and provided art direction to junior designers. Experienced email strategist with vast experience assisting teams to achieve and exceed goals using email segmentation and customer journey strategies.

- Led the implementation of mobile first email templates through the design and development of custom coded HTML templates to follow email marketing best practices for mobile optimization.
- Used Bluecore Marketing cloud software AI learning to strategize email segmentations for the customer journey, personalization, performed email tests to make data focused UX design choices, QA, and launch of complex email campaigns.
- Creative execution from concept to delivery; designer training, reviewing junior designer’s drafts to ensure quality, and brand consistency.

Graphic Designer - March 2014 – December 2014

Created visual solutions to communicate the brand proposition, followed brand guidelines and maintained current brand style guides for an overall cohesive branded experience. Design execution for digital marketing channels by prioritizing and managing multiple design projects at one time.

Production Artist - September 2013 – March 2014

Photo editor for eCommerce store, social channels, blogs, and cause marketing. Responsible for the execution of the design concept through collaboration with graphic designers to ensure quality standards are met. Standardized the organization of the photography files and creative files to ensure proper distribution to marketing channels.

Supreme Graphics – Arcadia, Wisconsin

Graphic Design & Marketing - June 2012 – July 2013

Web Designer and manager of the Supreme School Supply eCommerce website. Managed the email program by sending monthly email newsletters and subscriber management. Content creation and managed social media accounts for the parent business and core brand. Performed print file QA for prepress layouts of digital and offset printing using Rampage.

Winona State University – Winona, Minnesota

Graphic Designer Health Promotion - September 2009 – May 2012

Collaborated as the sole graphic designer with a team of health educators to create digital and print marketing content for campus health awareness. Designed a web page for Student Health 101, managed the Health Services social media content and performed research data management using MS Excel

EDUCATION & CERTIFICATES

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Certificate in Foundations in Creative Leadership

Winona State University

Bachelor of Art, Graphic Design

Winona State University

Certificate in Data Analysis

Western Technical College

Associate of Science, Graphic Design